

Arizona County Lodging Indicators: December 2006

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	39.6%	9.1	\$60.23	2.8	\$23.87	12.2	11,365	9.1	28,675	0.0
Cochise County	60.9%	8.6	\$58.75	8.3	\$35.76	17.6	47,168	6.0	77,500	-2.3
Coconino County	41.5%	0.5	\$64.98	8.0	\$26.98	8.6	130,961	-0.6	315,456	-1.2
Gila County	55.1%	3.2	\$61.94	10.1	\$34.12	13.5	19,536	3.1	35,464	0.0
Graham County	69.3%	22.4	\$66.35	10.7	\$45.96	35.4	8,118	22.4	11,718	0.0
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	55.8%	1.6	\$106.26	8.8	\$59.25	10.5	892,872	0.8	1,601,274	-0.7
Mohave County	42.0%	-17.2	\$60.40	11.7	\$25.39	-7.4	55,297	-15.3	131,533	2.1
Navajo County	45.1%	3.7	\$52.66	4.9	\$23.73	8.6	45,737	3.6	101,494	0.0
Pima County	61.7%	2.3	\$86.32	7.4	\$53.24	9.8	293,262	1.2	475,509	-1.0
Pinal County	60.5%	2.7	\$70.22	9.1	\$42.48	12.0	28,335	7.6	46,841	4.9
Santa Cruz County	62.3%	6.3	\$69.42	7.8	\$43.26	14.8	17,560	6.4	28,179	0.0
Yavapai County	55.4%	4.7	\$100.50	8.6	\$55.71	13.8	77,617	4.7	140,027	0.0
Yuma County	66.4%	-3.3	\$74.18	6.2	\$49.29	2.7	54,933	-3.3	82,677	0.0

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	%	YTD	%	YTD	%	YTD	%	YTD	%
		change*		change*		change*		change*		change*
Apache County	57.0%	5.0	\$65.72	0.7	\$37.45	5.6	192,418	4.9	337,625	0.0
Cochise County	67.5%	-2.3	\$57.01	2.9	\$38.48	0.5	620,626	-3.0	919,640	-0.7
Coconino County	63.5%	-0.3	\$77.14	8.5	\$48.99	8.2	2,406,294	-0.1	3,788,677	0.2
Gila County	65.3%	3.0	\$64.78	8.6	\$42.31	11.9	272,745	3.0	417,560	0.0
Graham County	72.5%	15.6	\$65.02	10.4	\$47.12	27.7	99,990	15.6	137,970	0.0
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	68.2%	1.8	\$113.65	9.7	\$77.53	11.7	12,873,697	1.5	18,872,194	-0.2
Mohave County	58.5%	-3.8	\$67.81	6.7	\$39.70	2.7	902,133	-4.2	1,540,955	-0.4
Navajo County	59.6%	6.6	\$58.62	0.1	\$34.95	6.8	712,533	6.7	1,195,010	0.0
Pima County	68.3%	3.6	\$92.97	6.3	\$63.49	10.1	3,839,624	3.4	5,622,024	-0.2
Pinal County	67.3%	1.8	\$72.88	7.6	\$49.03	9.5	356,738	2.3	530,235	0.5
Santa Cruz County	69.1%	6.8	\$66.70	4.4	\$46.08	11.5	229,233	4.8	331,785	-1.8
Yavapai County	67.9%	4.1	\$106.91	7.0	\$72.62	11.4	1,119,886	4.9	1,648,705	0.7
Yuma County	72.8%	0.6	\$71.88	9.6	\$52.33	10.3	708,665	5.2	973,455	4.6

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.